



November 21, 1995

Boston R.O.U.

New York Metro R.O.U. (via FAX)

Buffalo R.O.U. (via FAX)

TO: All Retail Representatives
 All Sales Representatives With Stop & Shop Supermarkets
 All Retail Representatives CID # 0533 00 00

M. A. (MIKE) BELNIAK
 Chain Accounts Manager

227 B South Street
 Hopkinton, MA 01740
 508-435 8613
 Fax 508-435-8591

1221		1222	22
1222	5, 8, 9	1223	
1223		1228	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

RE: STOP & SHOP -- RE MERCHANDISING

Ladies and Gentlemen:

Effective 11/14/95, we will begin reducing all 4' x 7' Stop & Shop cigarette carton end-cap merchandisers to 4' x 4' units. (see attached schedule).

An outside agency (SuperMarketing Company) has been contracted by RJR to implement these changes. To minimize the disruption that will take place at store level, all work will be performed between 11:00 pm and 7:00 am Sunday night through Friday morning.

Once the reduction and/or refurbishing of these fixtures is completed, your assistance is requested during your next visit to these locations to accomplish the following.

- ① Ensure all RJR contracted shelf space has been tagged. As part of our contract with SuperMarketing, they are to merchandise and tag all RJR shelves. In the event this is not completed, please voice mail me at 67719.
- ② Check all stock for damaged and out of code cigarettes and prepare them for return through George Melhado.

Provided for your assistance are authorized Stop & Shop plan-o-grams.

All SIS/contractual changes will be updated by this office.

In the event there should be any changes to this schedule, you will be notified immediately.

Your assistance with this request is appreciated.

Sincerely,

M. A. Belniak

MAB/nsk

"We work for smokers."

Attachments

51855 1168

RJR CIGARETTE PLANOGRAM

STOP & SHOP

5' X 3.5' ENDCAP

SAVINGS	FULL PRICE	FULL PRICE	FULL PRICE
RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
LOR	LOR	LOR	LOR
VALUE SENSE	BAT	BAT	LOR
BAT	BAT	L&M	P M
BAT	P M	P M	P M
P M	P M	P M	P M

RJREYNOLDS BOSTON REG ID:508-435-8591

NOV 21 '95 10:27 No.002 P.02

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RJR CIGARETTE PLANOGRAM

STOP & SHOP		
4' x 4' END-CAP		
SAVINGS	FULL PRICE	FULL PRICE
RJR	RJR	RJR
RJR	RJR	RJR
LOR	LOR	LOR
VALUE \$	BAT	LOR
BAT	BAT 6 L&M 6	PM
BAT	PM	PM
PM	PM	PM
3-FT. 9 FACINGS	4-FT. 12 FACINGS	3-FT. 9 FACINGS

51855 1170

STOP SHOP RESET SCHEDULE BY DATE

INSTALL DATE	STORE #	CITY	STATE
14-Nov	6	NATICK	MA
14-Nov	19	WESTBORO	MA
14-Nov	40	MILFORD	MA
14-Nov	434	GARDNER	MA
15-Nov	3	FRAMINGHAM	MA
15-Nov	8	FRAMINGHAM	MA
15-Nov	48	FRANKLIN	MA
15-Nov	60	MEDFORD	MA
15-Nov	77	NEW BEDFORD	MA
16-Nov	32	BEVERLY	MA
16-Nov	33	STOUGHTON	MA
16-Nov	39	STONEHAM	MA
16-Nov	82	MALDEN	MA
16-Nov	478	BRAINTREE	MA
19-Nov	10	DORCHESTER	MA
19-Nov	15	SWAMPSCOTT	MA
19-Nov	424	QUINCY	MA
19-Nov	774	QUINCY	MA
20-Nov	14	PEMBROKE	MA
20-Nov	22	SOUTH YARMOUTH	MA
20-Nov	25	HARWICH	MA
20-Nov	24	CONCORD	MA
21-Nov	31	HYANNIS	MA
21-Nov	402	KINGSTON	MA
21-Nov	425	EAST FALMOUTH	MA
21-Nov	723	BRISTOL	CT
26-Nov	403	FALL RIVER	MA
26-Nov	409	SOMERSET	MA
26-Nov	490	N ATTLEBORO	MA
26-Nov	716	NORTH KINGSTOWN	RI
27-Nov	703	JOHNSTON	RI
27-Nov	708	WARWICK	RI
27-Nov	713	PAUTUCKET	RI
27-Nov	717	WARWICK	RI
28-Nov	610	WETHERSFIELD	CT
28-Nov	674	WILLIMANTIC	CT
28-Nov	708	MIDDLETOWN	RI
28-Nov	720	COVENTRY	RI
28-Nov	16	SPRINGFIELD	MA
28-Nov	80	E. SPRINGFIELD	MA
28-Nov	691	ENFIELD	CT
28-Nov	718	NARRAGANSETT	RI
28-Nov	721	SORTH SMITHFIELD	RI
30-Nov	85	HADLEY	MA
30-Nov	608	SIMSBURY	CT
30-Nov	616	NORWICH	CT

**STOP SHOP
RESET SCHEDULE
BY DATE**

INSTALL DATE	STORE #	CITY	STATE
30-Nov	702	WESTERLY	RI
3-Dec	622	TORRINGTON	CT
3-Dec	641	GROTON	CT
3-Dec	655	BRISTOL	CT
3-Dec	664	GROTON	CT
3-Dec	667	WATERFORD	CT
3-Dec	684	SOUTHINGTON	CT
4-Dec	609	WALLINGFORD	CT
4-Dec	623	MIDDLETOWN	CT
4-Dec	682	MADISON	CT
4-Dec	688	OLD SAYBROOK	CT
5-Dec	618	WATERBURY	CT
5-Dec	648	NEW HAVEN	CT
5-Dec	670	WATERBURY	CT
5-Dec	692	EAST HAVEN	CT
5-Dec	694	NORTH HAVEN	CT
6-Dec	635	ANSONIA	CT
6-Dec	639	STRATFORD	CT
6-Dec	643	TRUMBULL	CT
6-Dec	659	DANBURY	CT
6-Dec	663	NEW MILFORD	CT
7-Dec	630	NEWINGTON	CT
7-Dec	636	NEWTOWN	CT
7-Dec	653	WESTPORT	CT
7-Dec	671	FAIRFIELD	CT
7-Dec	675	FAIRFIELD	CT
10-Dec	598	WAPPINGERS FALLS	NY
10-Dec	644	DANBURY	CT
11-Dec	626	DARIEN	CT
11-Dec	628	NORWALK	CT
11-Dec	633	RIDGEFIELD	CT